

Chinaplas

国际橡塑展

A Brighter and
Shared Future,
Powered by
Innovation.



Shanghai

National Exhibition &
Convention Center

**20
24**

**4·23
/
4·26**



CHINAPLAS Creates a New Journey for the Plastics and Rubber Industries as Challenges Linger

China and Asia continue to lead global economic growth

Asia's economic outlook is the brightest among all regions, thanks to the robust recovery of China's manufacturing sector in the post-pandemic era. China's economy could expand by 5% in 2023. The IMF is expecting China to contribute up to 40% of the global growth between the second and the fourth quarter. Other neighboring emerging and developing economies are also expected to achieve an average 5.3% growth, as countries such as Cambodia, Indonesia, Malaysia, Thailand, Vietnam, and the Philippines have all recovered lost ground from the pandemic. Home to the world's largest middle class, China has in the last decade been the region's economic engine, owing to the unparalleled market potential it offers and its vigorous manufacturing industry, which represents almost a third of the globe's production. In fact, of the 500 major industrial products worldwide, over 40% counts China as their biggest producer, mostly due to the country's comprehensive supply chains across a wide array of industrial verticals. Vibrant manufacturing activities in China and Asia will likely keep fueling the global plastics and rubber industries.

With rich buyer resources and impactful publicity in China and Asia, CHINAPLAS is undeniably one of the best platforms for global plastic and rubber suppliers to win new businesses.

Estimated show scale of CHINAPLAS 2024

380,000 sqm
exhibition area

3,900+
international
exhibitors

10+
national
& regional
pavilions

180,000+
visitors from
150 countries & regions



The seismic shift towards decarbonisation and high-value manufacturing is unlocking new opportunities



The demand for China's biodegradable plastics could hit 4.15 million tonnes in 2025, more than nine times the size in 2018

The megatrend of decarbonisation has created a lot of new use cases for plastic and rubber products. They could, for instance, go into photovoltaic equipment, energy storage, electric vehicle. High performance engineering plastics and modified plastics are the ideal options for producers looking to refine their products or moving up the value chain. Such market momentum suggests that novel, eco-friendly materials, and its related processing technology are going to see unflagging demand in the medium term. Another impetus for the plastics and rubber industries is the sustainability commitment of multinational companies, many of which have pledged to increase the proportion of recycled materials in their packaging by 2025. The push in adopting 100% reusable, recyclable, and compostable plastic packaging will undoubtedly boost demand for plastic recycling technologies and recycled materials.

China's bid to enhance its leading manufacturing position and the country's strong development in consumer electronics, semiconductor, new energy, logistics warehousing, and smart home will create demand for advanced manufacturing equipment and industrial software. Meanwhile, emerging strategic industries that depend its growth on new materials, and the inclination for premium, high-quality products across the value chain of different industries will further promote the use of innovative, cutting-edge plastic and rubber technologies.

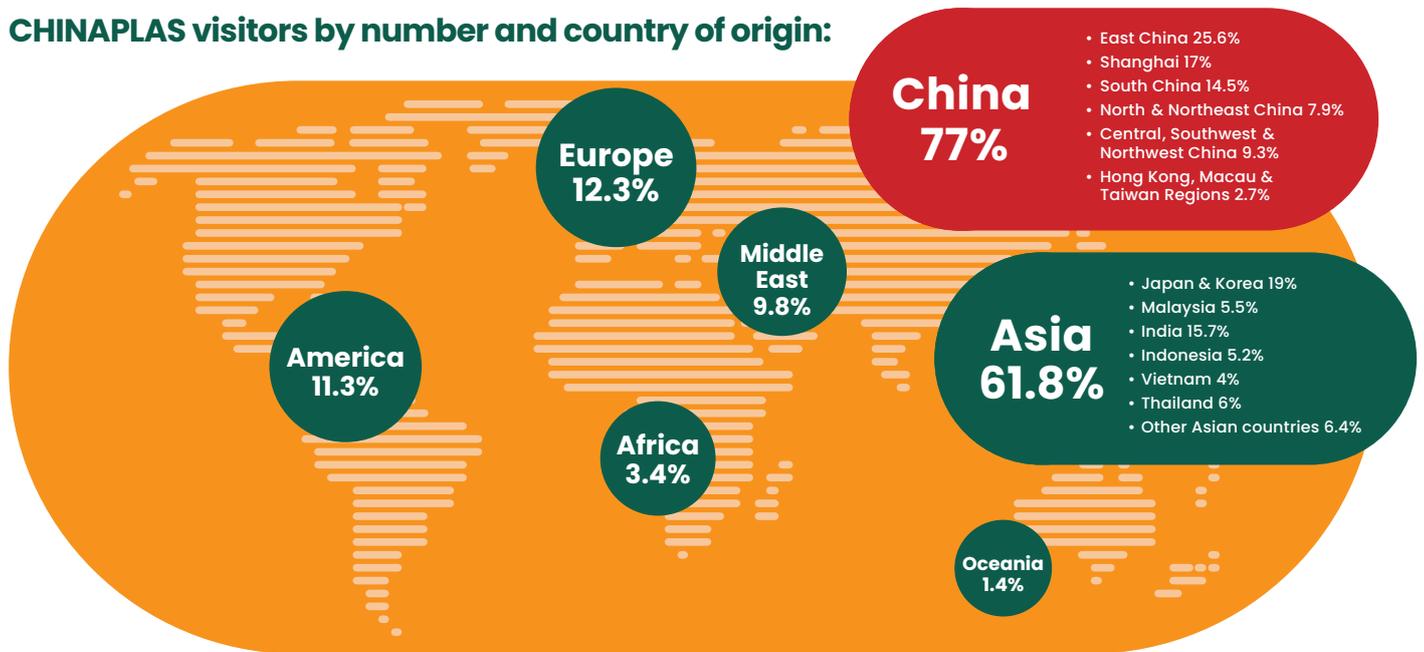


China's smart manufacturing equipment market is projected to reach USD 441.6 billion by the end of 2023

CHINAPLAS 2024 will attract over 180,000 global buyers. It is the platform for worldwide plastics and rubber technology suppliers to expand their customer base and showcase their innovative environmental solutions and advanced production technologies. Looking for a channel to strengthen your company's brand and better communicate with your customers? Look no further.

Create Unlimited Gains by Gathering Buyers

CHINAPLAS visitors by number and country of origin:



No. of Visitors: 180,000+*

Countries and Regions: 150+

● China 77%

● Overseas 23%

Attracts premium buyers from across a broad range of sectors

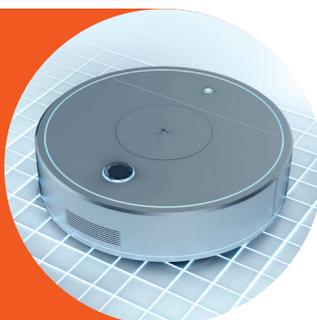
China is the world's second largest auto exporter. Thanks to continuous advancement in battery and charging technology, China's electric car sales are expected to surge by 30% to 8.5 million units in 2023.



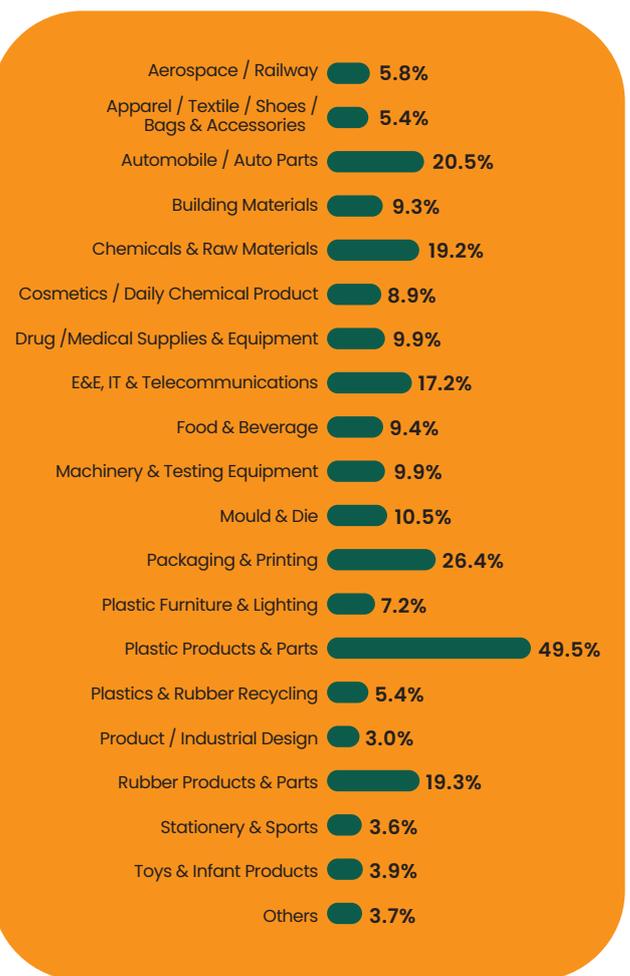
The global flexible packaging market will reach USD 128.3 billion in 2023, up 4.5% on the year. China will likely make up more than 11% of the pie.



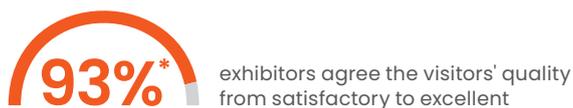
The "stay-at-home" economy ushered in by the Covid-19 pandemic has changed people's lifestyle, and provided strong impetus to digitization even at the domestic space. China's smart home appliances market, excluding white goods, will expand by 8.72% to USD 28.6 billion.



Visitors by industry*



Our effort has earned rave reviews



* Reference figures based on CHINAPLAS 2018, 2019 & 2021

CPS+ eMarketplace: Reap the synergistic benefits of CHINAPLAS Omnichannel Marketing

Reach buyers worldwide with 1 click

CPS+ eMarketplace is a best-in-class supply-demand matching platform built on the back of the buyer data and resources that CHINAPLAS has accumulated in the last 40 years. Accessible online, it could help exhibitors connect with buyers globally and seamlessly all year round, maximising the benefits of participating in the exhibition.

Five offerings to help plastics and rubber suppliers reach target customers

- **Matching Supply and Demand:** CPS+ eMarketplace periodically recommends members to buyers, and facilitates meeting arrangement with preferred buyers
- **Smart Search:** Adopt different search criteria and smart tags to improve accuracy in customer targeting
- **Effective Display:** Real-time updates on suppliers and their offerings through text, images and videos to build buyers' trust and confidence
- **Targeted Customer Acquisition:** Use SEO, SEM, social media and other channels to reach overseas buyers – giving a big boost to suppliers' branding, publicity, and marketing conversion rate
- **Industry Information:** Keep suppliers abreast of the latest purchasing trends, supplemented with market analysis



Backed by CHINAPLAS, world's leading plastics and rubber trade fair
1,150,000+



Serving buyers from **20+ industries** plastics & rubber, automotive, packaging, electronics & electric, medical & healthcare, etc



Keeping close contact with global buyers to understand their needs, regions covering **Asia, Middle East, Europe, America and Africa**



Annual Pageviews
1,200,000+



Peak Month's No. of Unique Visitors
130,000+



Visitors by Language
Chinese **47%** English & Other Languages **53%**

More Effective Marketing Solutions to Enhance Brand Awareness

CHINAPLAS helps maximise publicity for exhibitors through partnerships with over 150 trade media, on-site advertisement, special sponsorship, activities, online promotion, print media and other channels.

We also provide a variety of other marketing solutions, including online and in-person seminars, virtual tours, and global advertisement placements.

For more information, please contact us at chinaplas@adsale.com.hk.

CHINAPLAS 2024
Space Booking Deadline:
November 30, 2023

Scan QR code to kick start space application online



www.ChinaplasOnline.com/SpaceApplication

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